



WSOC-TV

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 333596

Schedule Dates	10/22/12-11/06/12	Date Entered	09/26/12
Advertiser	POL/R PITTENGER/R/CON/NC (16652)	Last Modified	09/26/12
Agency	Innovative Advertising (2144)	Entered By	Jill Hipskind
Product	Political (1065)	CO-OP	No
Brand	986 CONGRESS (138157)	Headline #	06344257
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	GUERRA, HEIDI	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	986	Commission	\$12,967.50
Account Types	National/Political	Net Total	\$73,482.50
Billing Type	Standard	Sales Tax	
Comments	PITTENGER FOR CONG ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** ROBERT PITTENGER FOR CONGRESS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	30	\$25,575.00
Nov. 2012	48	\$60,875.00
Grand Total:	78	\$86,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5A- 6A (EST)	4	X	X	X	X	X			4	\$425.00	\$1,700.00	Charlotte (WSOC)		9/26/12
2.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5A- 6A (EST)	5	X	X	X	X	X			5	\$425.00	\$2,125.00	Charlotte (WSOC)		9/26/12
3.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5A- 6A (EST)	2	X	X						2	\$425.00	\$850.00	Charlotte (WSOC)		9/26/12
4.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	7A- 9A (EST)	4	X	X	X	X	X			4	\$725.00	\$2,900.00	Charlotte (WSOC)		9/26/12
5.0	Normal Line / Spot	10/29/12-11/02/12	6	:30	7A- 9A (EST)	5	X	X	X	X	X			5	\$725.00	\$3,625.00	Charlotte (WSOC)		9/26/12
6.0	Normal Line / Spot	11/05/12-11/06/12	6	:30	7A- 9A (EST)	2	X	X						2	\$725.00	\$1,450.00	Charlotte (WSOC)		9/26/12
7.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/26/12
8.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	12P- 1P (EST)	5	X	X	X	X	X			5	\$375.00	\$1,875.00	Charlotte (WSOC)		9/26/12
9.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	12P- 1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		9/26/12
10.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5P- 5:30P (EST)	4	X	X	X	X	X			4	\$900.00	\$3,600.00	Charlotte (WSOC)		9/26/12
11.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5P- 5:30P (EST)	5	X	X	X	X	X			5	\$900.00	\$4,500.00	Charlotte (WSOC)		9/26/12
12.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5P- 5:30P (EST)	1								1	\$900.00	\$900.00	Charlotte (WSOC)		9/26/12
13.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7:30P- 7:56P (EST)	4	X	X	X	X	X			4	\$850.00	\$3,400.00	Charlotte (WSOC)		9/26/12
14.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	7:30P- 7:56P (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	Charlotte (WSOC)		9/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Agency Innovative Advertising (2144)
Product Political (1065)
Brand 986 CONGRESS (138157)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name GUERRA, HEIDI
Phone/Fax /
CPE 986
Account Types National/Political
Billing Type Standard
Comments PITTENGER FOR CONG
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** ROBERT PITTENGER FOR CONGRESS

Date Entered 09/26/12
Last Modified 09/26/12
Entered By Jill Hipskind
CO-OP NO
Headline # 06344257
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,967.50
Net Total \$73,482.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month Spots Rate
Oct. 2012 30 \$25,575.00
Nov. 2012 48 \$60,875.00
Grand Total: 78 \$86,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	7:30P-7:56P (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)		9/26/12
16.0	Normal Line / Spot	10/29/12-11/05/12	5	:30	8P-10P (EST)	1	1							2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		9/26/12
17.0	Normal Line / Spot	10/29/12-11/05/12	5	:30	10P-11P (EST)	1	1							2	\$4,500.00	\$9,000.00	Charlotte (WSOC)		9/26/12
18.0	Normal Line / Spot	10/31/12-10/31/12	5	:30	8P-9P (EST)	1		1						1	\$5,600.00	\$5,600.00	Charlotte (WSOC)		9/26/12
19.0	Normal Line / Spot	10/24/12-10/31/12	5	:30	10P-11P (EST)	1		1						2	\$4,300.00	\$8,600.00	Charlotte (WSOC)		9/26/12
20.0	Normal Line / Spot	10/27/12-11/03/12	5	:30	8P-11:30P (EST)	1						1		2	\$2,500.00	\$5,000.00	Charlotte (WSOC)		9/26/12
21.0	Normal Line / Spot	10/22/12-11/02/12	5	:30	11P-11:35P (EST)	4	X	X	X	X	X			8	\$1,000.00	\$8,000.00	Charlotte (WSOC)		9/26/12
22.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	11P-11:35P (EST)	1								1	\$1,000.00	\$1,000.00	Charlotte (WSOC)		9/26/12
23.0	Normal Line / Spot	10/28/12-11/04/12	6	:30	6A-7A (EST)								1	2	\$225.00	\$450.00	Charlotte (WSOC)		9/26/12
24.0	Normal Line / Spot	10/28/12-11/04/12	6	:30	7A-8A (EST)								1	2	\$250.00	\$500.00	Charlotte (WSOC)		9/26/12
25.0	Normal Line / Spot	10/28/12-11/04/12	5	:30	8A-9A (EST)								1	2	\$500.00	\$1,000.00	Charlotte (WSOC)		9/26/12
26.0	Normal Line / Spot	10/28/12-11/04/12	8	:30	6P-6:30P (EST)								1	2	\$700.00	\$1,400.00	Charlotte (WSOC)		9/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

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REP HEADLINE# 6344257
 *** ORIGINAL REV#0 ***
 REP: TEL# 610-225-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET
 HARRIS REPORT FROM REP
 FAX# 610-225-1191
 SEP25/12 18.37
 *** WSOC-TV ***

ADV # _____ ADV. NAME POLI/R PITTINGER/R/CON/NC
 AGY # _____ AGY. NAME INNOVATIVE ADVERTISING
 403 N. COLUMBIA STREET
 COVINGTON, LA 70433
 REP. # _____ OFF. # 220 SALESMAN # _____
 BUYER NAME HEIDI GUERRA
 SALES PRSN PH- NICK WELTE

ORDER # _____ CONTRACT # 6344257
 CLASS: NATL. LOCAL REGIONAL
 PRDCT PITTINGER FOR CONG EST#986 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT22/12 NOV6/12 WK-3

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
 DATE SEP25/12 18.37

REP: TO JILL
 FR JARED
 NEW PITTINGER ORDER
 TOTAL \$86450
 PLS CNF THANKS
Jay

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROBERT PITTINGER FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-600A	30		\$425.00	10/22	10/26	4		M-F	4
1			500A-600A	30		\$425.00	10/29	11/2	5		M-F	5
2			500A-600A	30		\$425.00	11/5	11/6	2		M-TU	2

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 986

PROGRAM : NEWS
 RA35+ : 2.4

PROGRAM : NEWS
 RA35+ : 2.4

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP25/12 18.37
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A	30		\$725.00	10/22	10/26	4		M-F	4
3			700A-900A	30		\$725.00	10/29	11/2	5		M-F	5
PROGRAM : GMA												
RA35+ : 4.4												
4			700A-900A	30		\$725.00	11/5	11/6	2		M-TU	2
PROGRAM : GMA												
RA35+ : 4.4												
5			1200N-100P	30		\$375.00	10/22	10/26	4		M-F	4
5			1200N-100P	30		\$375.00	10/29	11/2	5		M-F	5
PROGRAM : NEWS												
RA35+ : 3.2												
6			1200N-100P	30		\$375.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
RA35+ : 3.2												
7			500P-530P	30		\$900.00	10/22	10/26	4		M-F	4
7			500P-530P	30		\$900.00	10/29	11/2	5		M-F	5
PROGRAM : NEWS												
RA35+ : 4.9												
8			500P-530P	30		\$900.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
RA35+ : 4.9												
9			730P-800P	30		\$850.00	10/22	10/26	4		M-F	4
9			730P-800P	30		\$850.00	10/29	11/2	5		M-F	5
PROGRAM : ET												
RA35+ : 5.0												
10			730P-800P	30		\$850.00	11/5	11/5	1		MON	1
PROGRAM : ET												
RA35+ : 5.0												

SEP25/12 18.37
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			800P-1000P	30		\$6,000.00	10/29	11/5	1		MON	2
PROGRAM : PRIME												
RA35+ : 10.0												
12			1000P-1100P	30		\$4,500.00	10/29	11/5	1		MON	2
PROGRAM : PRIME												
RA35+ : 8.7												
13			800P-900P	30		\$5,600.00	10/31	10/31	1		WED	1
PROGRAM : PRIME												
RA35+ : 7.9												
14			1000P-1100P	30		\$4,300.00	10/24	10/31	1		WED	2
PROGRAM : PRIME												
RA35+ : 7.0												
15			800P-1130P	30		\$2,500.00	10/27	11/3	1		SAT	2
PROGRAM : COLLEGE FOOTBALL												
RA35+ : 6.8												
16			1100P-1135P	30		\$1,000.00	10/22	11/2	4		M-F	8
PROGRAM : NEWS												
RA35+ : 4.3												
17			1100P-1135P	30		\$1,000.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
RA35+ : 4.3												
18			600A-700A	30		\$225.00	10/28	11/4	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.0												
19			700A-800A	30		\$250.00	10/28	11/4	1		SUN	2
PROGRAM : NEWS												
RA35+ : 3.0												
20			800A-900A	30		\$500.00	10/28	11/4	1		SUN	2
PROGRAM : GMA SUN												
RA35+ : 3.4												